



Motivations for Lighter Living Action

Guelph-Wellington

Report - October 2022

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Executive Summary

More people engage in climate - and planet-friendly practices in their daily lives than we may commonly think. Yet their *main* motivation for “lighter living” is not necessarily saving the planet – it can be caring for family, saving money, improving health and wellness, supporting local businesses, or a combination of these motivations.

This research project reveals the diverse motivations that lead people in the Guelph-Wellington region of Canada to engage in lighter living behaviours.

These behaviours include supporting circular products and services, reducing food waste, and other sustainable actions.

By understanding people’s motivations for lighter living, governments, businesses, and community groups can engage more people in these behaviours. This can help to normalize and mainstream lighter living actions.

Through a quantitative survey and qualitative in-depth interviews, we identified 4 main Motivations for lighter living actions in Guelph-Wellington:

- **Shop, Style & Social (53%),**
- **Eco-Trends (16%),**
- **Waste Not, Want Not (14%) and**
- **Healthy Life & Planet (11%).**

Our analysis resulted in **three key findings:**

- **More than half of Guelph-Wellington residents are motivated by Shop, Style & Social.** This is one of the Motivation segments that engages in fewer sustainable living actions. Given the size of this segment, we recommend ways to encourage lighter living as part of this motivation to generate a strong positive impact in the region.
- **Eco-Trends and Shop, Style and Social complement each other.** People who align with these two Motivations follow trends and influence each other as peers and in groups. They include the majority of women (and some men), from all ages. Together, these Motivations can be a strong voice and force for change.
- **All of the Motivations need structural supports in order to mainstream actions.** We need to make lighter living actions possible, accessible and often seamless by ensuring that enabling conditions are in place with clear steps. These structural supports include policies, incentives, peer support, and market goods and services.

Summary of Recommendations

Target the Shop, Style & Social segment (53%).

- Although they are “open to” lighter living actions, it takes an effort to engage them; the onus is on government and business to make actions worth their while and easier to do.
- Prioritize experiences, peer orientation and social sharing; target Millennials and make sure that your product or service is mobile-first and digital/tech-enabled.
- Focus on target areas including:
 - Demystify plant-based food and demonstrate that eating sustainably doesn't mean increasing the costs or time spent on preparing food.
 - Position local food shopping as an exciting shopping experience.
 - Prioritize repairing or “making” new things and donating/giving away used things.
 - Focus on limiting energy use, and recycling.

Take advantage of the synergies of Eco-Trends and Shop, Style & Social (69% total).

- Support the Eco-Trends and Shop, Style and Social segments in groups, via social sharing, peer influence and pop culture.
- Create strategies that use Eco-Trends to influence Shop, Style & Social.
 - Provide clear cues so the Eco-Trends segment feel like part of a movement.
 - Engage Eco-Trends as ambassadors and ask them to reach out to their peer group, supporting them with clear messaging and proof points.
- Engage with younger people, especially around a plant-based lifestyle.

Enhance structural supports for lighter living practices.

- Provide programs with clear steps, publicly/privately supported infrastructure.
- Connect with people in groups and collectives (neighbourhoods, workplaces, clubs).
- Provide opportunities for people to live their values (tool libraries, circular fashion)
- Include lighter living supports in municipal master plans, which focus on engaging Shop, Style and Social, making it easier, more desirable or convenient for them to take these behaviours / actions.
- Provide educational support and awareness-raising that share how to take these desired behaviours (e.g., cooking classes).
- Leverage life transitions – moving, retiring, becoming parents – as key opportunities for supporting uptake of lighter living actions and practices.
- Offer subsidies and incentives to lower the financial barriers to lighter living.

Design your services, initiatives and products with the four Motivations in mind.

Use Motivations to help your company innovate and seize new market opportunities.



Introduction

- Our Goal
- Why Motivations?
- Based on a Global Model
- Methodology
- Our Team

Our Goal

This research project discovered the diverse motivations that lead people in Guelph-Wellington to support climate and planet-friendly behaviours – or “lighter living.”

These behaviours include supporting circular products and services, reducing food waste, and undertaking other actions that reflect lighter living.

Our overall aim is to engage more people in lighter living behaviours and to normalize and mainstream these climate and planet-friendly actions.



Lifestyles and behaviour changes can result in a 40-70% reduction in greenhouse gas emissions by 2050 with the right policies, infrastructure and technology in place.

Intergovernmental Panel on Climate Change – 2022

Why Motivations?

The opportunity for lighter living is larger than you may think.

More people engage in sustainable practices in their daily lives than just those who are "green" or "eco-conscious." But their main motivation may not be saving the planet. It may be caring for family, saving money, improving their health and wellness, or supporting local businesses – or a combination of these motivations.

For example, in the general Guelph-Wellington population, everyone we surveyed engages in lighter living actions. These include things like:

- Taking their bike, walking, or using transit
- Sharing, reusing, repairing
- Installing heat pumps at home
- Moving towards more plant-based meals
- Reducing wasted food through meal planning
- Choosing not to do wasteful activities or buy wasteful purchases

But not everyone has the same motivations for taking these actions.

Understanding people's diverse motivations for lighter living can help governments, businesses, and community groups mainstream these actions *beyond the green niche*.

We can take our cues from people's motivations as we communicate about actions aligned with sustainability. In doing so, we get much further than asking everyone to join the green niche.

Although we often tap into a diversity of motivations when we target our communications around particular sectors — active transport or energy savings — we seldom adopt a **whole-lifestyle approach**.

This research helps us expand our audiences, services and messaging. Our Motivations findings can be used as a **tool for planning, marketing and sustainable/circular innovation** – helping to clarify audiences, refine messaging and outreach, and identify how to better support the uptake of lighter living.

Based on a Global Study

This Motivations insights study builds on an approach taken by Sitra, the Finnish Innovation Fund, which revealed 7 dominant motivations – which they called “smart consumption profiles” – among the Finnish population.

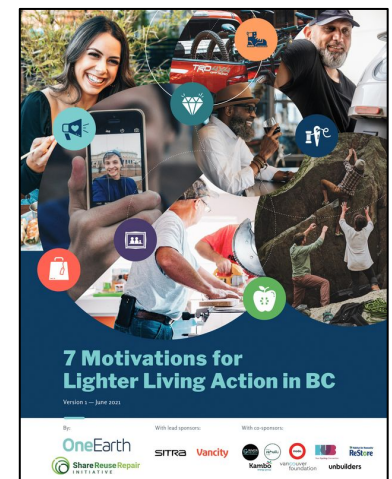
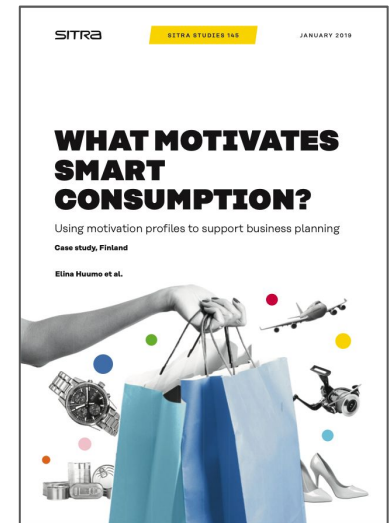
- Understanding these motivations helped to identify new opportunities to engage a broader segment of the population.
- For example, a food waste entrepreneur was able to reach beyond his core audience of “Trendsetting” feel-good greens (9%) and identify two new customer groups, to reach 53% of Finns (see page 37).

OneEarth Living and the Share Reuse Repair Initiative adapted this approach for Canada, revealing 7 different Motivations in British Columbia.

- Businesses, organisations and municipalities are using these 7 Motivations to **support engagement and strategic approaches to advance a more just, green and resilient economy**.

Now, this Motivations research is being applied in the region of Guelph-Wellington to inform the “Our Food Future” initiative and other lighter living strategies.

“Our brief was to understand what drives any decision people make.” – Markus Terho (Sitra)



Methodology

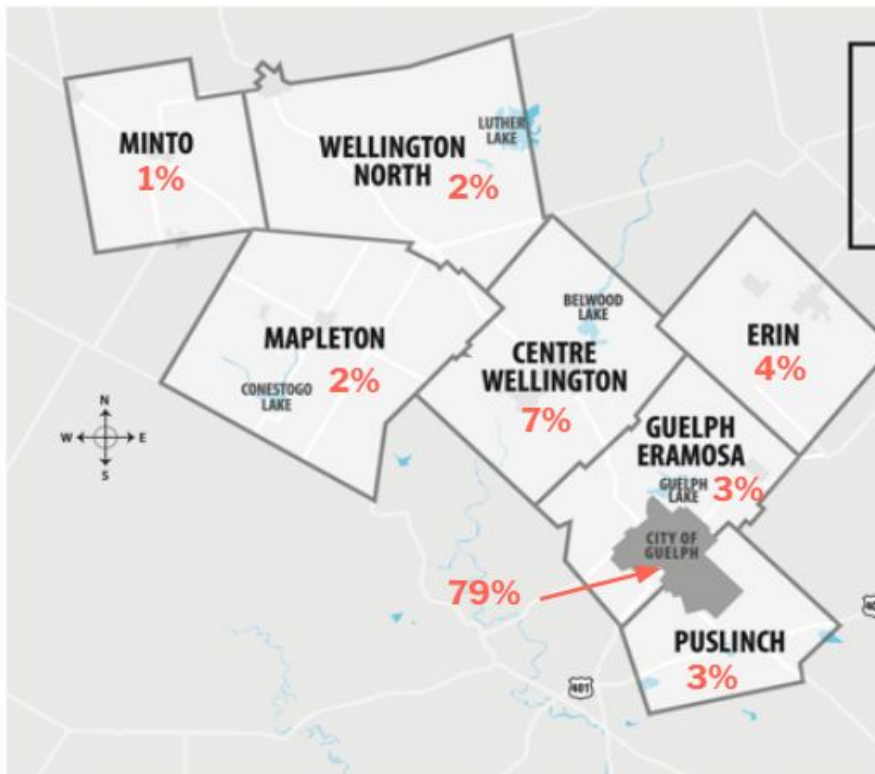
The Guelph-Wellington research program included a quantitative survey followed by qualitative in-depth interviews. The respondents clustered into 7 Motivation segments identified through previous research in British Columbia. Each Motivation includes supporting data with actions, attitudes, demographic concentrations, etc.

Phase 1: 365 online surveys (June 2022)

- Residents 18+, balanced by gender and age
- 14-minute survey
- 268 respondents from an online panel
- 87 respondents from City of Guelph outreach (webpage, social media)
- 10 respondents from outreach by Wellington

Phase 2: 12 in-depth interviews (August 2022)

- Diversity of residents from across Guelph-Wellington
- Standardised questions



The map shows the distribution of respondents by where they live, with 79% in the City of Guelph versus all others.

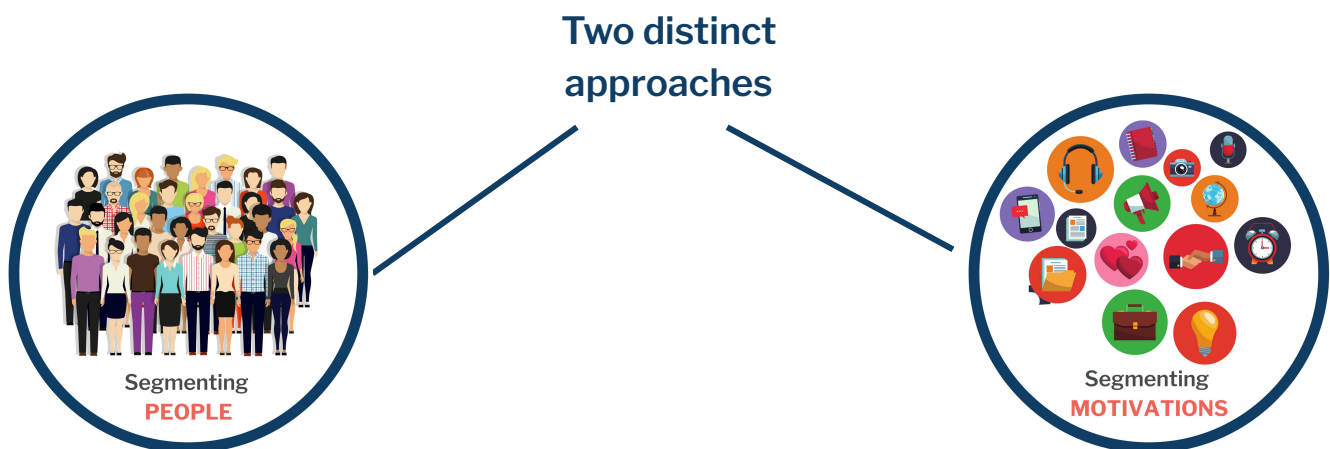
Demographically, there is little variation among these residents.

Sample sizes of respondents from each township are too small for analysis at that level.

What makes our approach unique and valuable?

The 7 Motivation segments reflect shared motivations, not groups of people.

Companies and organizations commonly use segmentation of a population or target audience to ensure that their marketing, communications and innovation meet a specific set of human needs and wants. The two main types of segmenting are based on: 1) groups of people (persona with fixed factors of identity) and 2) motivations.



People make different choices depending on the situations they're in. They may hold values or beliefs that don't inform their everyday behaviours and actions. To fully understand this complexity, you need to look beyond fixed factors of identity — such as demographics and general attitudes. You get a better sense of the **many different choices and actions spanning many aspects of life.**

This is why you benefit from a motivation-based segmentation approach.

- **When you read about a specific Motivation segment, you should not imagine an individual, but rather people from across demographics with this as their dominant Motivation, and who also have secondary motivations.**
- **Motivations can be used in combination with other research insights.** They can also be brought into surveys through a Typing Tool to analyse responses by the Motivation segments.

Our Team

Majid Khoury Holdings Inc. is a BC-based research consultancy established in 2012 and growing at a rate of 10% a year, with client including major crown corporations, national retailers, services, credit unions and tourism clients.



Majid Khoury

Majid led the Guelph Motivations research. He has over 30 years of market research expertise focusing on advertising and brand research. Majid was SVP of Western Region for Ipsos ASI.



Alka Tandan

Alka is a customer intelligence executive with more than 15 years of experience leading teams and projects. Her career has crossed virtually every vertical, through the lens of research and technology.

OneEarth Living is a nonprofit ‘think-and-do tank’ advancing sustainable everyday living around the world. Our goal is to enable everyone to live happy, healthy daily lives within the means of our one Earth. We partner in bold collaborations to build the sustainable living field, create and test scalable solutions, and equip leaders.



Dagmar Timmer

Dagmar is the Managing Director – Strategic Initiatives, OneEarth Living. She has been actively involved in sustainability action, policy and research for more than two decades. OneEarth Living is a think and do tank focused on creating and imagining sustainable living in cities and around the world.



Lindsey Boyle

Lindsey is a Senior Associate at OneEarth Living and the Founder / Principal at Circular Citizen. She guided the qualitative work for Guelph-Wellington. She has a 20-year career as a consumer insights researcher for some of the world’s most people-centric and trusted brands including Google, Netflix, The North Face, Mountain Equipment Co-op and Whole Foods.



Edna Catumbela

Edna is Project Manager and Information Designer at OneEarth Living. She is a sustainability designer and researcher experienced in coordinating green initiatives for global environmental awareness.

The Guelph Motivations team benefits from the analysis undertaken during the original study in BC as well as the study in Finland, specifically from team members: **Rosemary Cooper** (Share Reuse Repair Initiative), **Vanessa Timmer** (OneEarth Living), **Markus Terho** (Sitra) and **Sari Laine** (Sitra).



What Motivates Lighter Living in Guelph-Wellington?

- About the Motivations for Lighter Living
- 7 Motivations for Lighter Living Action in Guelph-Wellington
- 4 Main Motivations for Guelph-Wellington

About the Motivations for Lighter Living

The Motivations for Lighter Living are adapted from an original study by Sitra (Finnish Innovation Fund). OneEarth Living's subsequent study on Lighter Living Motivations in British Columbia (2020) segments people by their motivations for sustainable living (as opposed to segmentation of personas or people).

- **The BC study allowed us to create a Lighter Living Motivational segmentation algorithm** using 18 of the 67 attributes used to create the original segments.
- **A key difference among the 7 Motivations is whether people's choices are consciously motivated by the planet, or by other needs and values.** This spectrum is depicted in a matrix in relation to less versus more sustainable living.
- **Where the Motivations are placed on the matrix is a combination of factors, analyzed together.** This includes survey responses about how many lighter living actions respondents take now as well as agreement (or disagreement) with statements about the environment or climate change.

The majority of dominant motivations fall below the line of being conscious choices.

- These actions may be heavily shaped by habits or by structural conditions.
- For example:
 - Consumption restricted by financial scarcity can lead to sustainable behaviours such as buying second-hand (not mainly motivated by the planet).
 - When there are few active or public transport choices available, the desire for a quick commute can lead to driving.

7 Motivations for Lighter Living Action in Guelph-Wellington

The matrix below shows the 7 Motivations identified in Guelph-Wellington, plotted along the x-axis based on whether the planet, or other factors, are driving these motivations.

The goal for all 7 Motivations is to move people to the right – along the x-axis – towards more sustainable living.



Half of the population is motivated by Shop, Style & Social; this segment currently adopts fewer sustainable living actions / behaviours.

The rest mostly combine three segments: Healthy Life & Planet and Eco-Trends are consciously living sustainably to protect the planet. Waste Not, Want Not shows sustainable living behaviours by default.

4 Main Motivations for Guelph-Wellington

Our findings show four dominant Motivations for lighter living in Guelph-Wellington:

1. **Shop, Style & Social – 53%**
2. **Eco-Trends – 16%**
3. **Waste Not, Want Not – 14%**
4. **Healthy Life & Planet – 11%**
5. Work Hard, Live Large – 2%*
6. Practical Traditions – 2%*
7. Rugged Independence – 2%*

* Sample size of those motivated by each of Rugged Independence, Work Hard, Live Large, and Practical Traditions are too small for any further analysis.

These four main Motivations are described in depth on the following pages. For more on how they map onto specific actions in the areas of transport, energy, food, goods, and housing, see Appendix 1. For more detail on each Motivation, see the report *7 Motivations for Lighter Living Action in BC* (www.OneEarthLiving.org/Motivations).



Shop, Style & Social (53%)

I am motivated to:

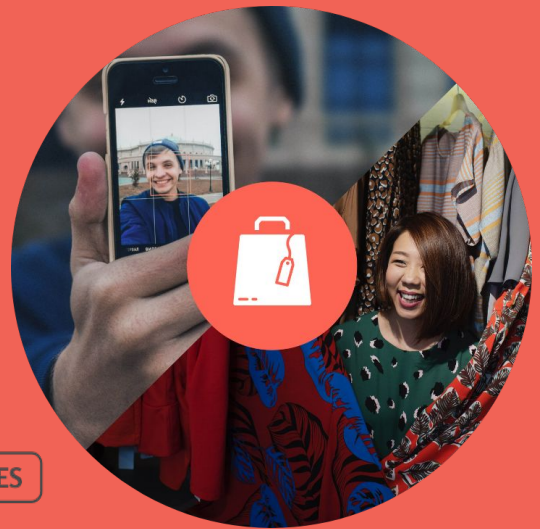
- Buy things that make me **look good**
- Live life to the fullest (by popular culture standards) and try **new, cool experiences and things**

Actions are motivated by the planet:

NO

SOMEWHAT

YES



For people with a Shop, Style & Social motivation, choices to live lighter are a byproduct of motivations to shop, live on the digital cutting edge and fit in with what they perceive to be society's expectations for image and lifestyle. People with a Shop, Style & Social motivation indulge in the pleasure of shopping and buying things. Their underlying motivation for being stylish and shopping is to find belonging with friends and to meet (perceived) societal expectations for how they look and live.



I'm just **not knowing enough about cooking vegetarian meals** and how to get the protein....I'm definitely not there yet and confident of making that switch fully.

—Sarah, 42, outside Guelph

Design for: style, digital/tech-enabled, social sharing, emotion & pleasure; eco-attributes are secondary.

Demographic clusters with this as a dominant motivation include: Millennials and Gen Xers; landed immigrants; those living in or close to the urban center of Guelph.

DOMINANT MOTIVATION FOR
53% of Guelph-Wellington
population

Getting to know Shop, Style and Social

There are so many plant-based items out there that just taste horrible so then I'm wasting my money. When I buy things like a tofu or cashew cheese..**I'm usually only doing it because of word of mouth** because I know it's going to be good.

— Lynn, 36, Guelph



Shop, Style & Social tend to have one or more of the following characteristics in Guelph-Wellington:

- Urban residents living primarily in the City of Guelph; with the rest in Centre-Wellington.
- Millennials and Gen Xers families with young children living in a condominium they own.
- Someone who moved to the area in the past 1 to 9 years; including above average landed immigrants from a multitude of countries including the US.
- Have high levels of education, are working full time and making above-average incomes; but least likely to be involved in any social change action.
- Lovers of being in a vehicle with over half have both a car and a motorcycle or electric bikes and are the heaviest users of taxis, Uber and car sharing.

I'm embarrassed to admit this but I think **I choose foods almost every night to save me time.** I'm going out constantly... I could set aside 20-30 minutes to cook a nice meal. I just find it easier to have someone do it for me so out comes the Dash app.

— Todd, 43, Guelph

Now let's Meet Sarah and Robert...

To bring this to life, what follows are two stories of how Shop, Style & Social plays out in Guelph-Wellington. Sarah and Robert are composites, based on interviews. Names have been changed to protect identity.

Introducing SARAH

Name: Sarah

Age: 42

Location: Puslinch

Occupation: Executive Assistant

Marital Status: Married

Kids: 2 children (4 and 2 years old)

Household Income: \$157,000



Sarah is Canadian-born with parents from Croatia. Her husband works in accounting for a business out of Waterloo. When looking for a family home and community to grow into, Sarah and her husband decided to move to Guelph.

MOVING AROUND	Part of new migrants to the region, who live here and commute to nearby workplaces. Moved to Guelph recently (>5 years), lives in the suburbs (house) and gets around by car.
EATING	Eats vegetables and fruits regularly; would like to eat more plant-based or vegetarian meals; assumes it costs more. Would like to have a garden, but no green thumb.
INFLUENCES	Family; aspirational social circles; wary of social media influencers that are paid to support a product; husband pushes for more environmental actions.
NEEDS AND GOALS	Protect my family.
PAIN POINTS	Financial pressures: inflation is an added burden to the existing struggle to support a growing family.
RECOMMEND	Timely content and education – she is busy, make it easier for her to recognise benefits to her family (children) and financially viable alternatives.

Design for Shop, Style and Social: style, digital / tech - enabled, **social sharing**, emotions and pleasure; eco-attributes are secondary

Introducing **ROBERT**

Name: Robert

Age: 28

Location: Downtown Guelph

Occupation: Software Engineer

Marital Status: Single

Kids: None

Household Income: \$80,000



Robert is Canadian-born and raised in Guelph. He previously left for college across the country but returned to Guelph during Covid. Robert lives with a roommate, who works as an IT Manager for a business in Guelph.

MOVING AROUND	Guelph boomerang (returned during Covid); lives downtown in an apartment; gets around by car and bike.
EATING	Limited time; uses an app that plans their meal for the week and shows exactly what to buy; interest in gardening but doesn't have time.
INFLUENCES	Family; lifestyle-related peers/content.
NEEDS AND GOALS	Have fun.
PAIN POINTS	Home is littered with latest tech; always looking for new gadgets; staying healthy and fit.
RECOMMEND	Digital/tech-enabled , quantified self, fitbit, apps.

Design for Shop, Style & Social: style, **digital/tech-enabled**, social sharing, emotions and pleasure; eco-attributes are secondary

Eco-Trends (16%)

I am motivated to:

- Align myself with **progressive** trends
- **Reduce** my environmental impact, both by buying more consciously and buying less

Actions are motivated by the planet: ☐ NO ☐ SOMEWHAT ☒ YES



People with a dominant Eco-Trends motivation purposely and consciously make decisions to have a positive impact on the planet. They are also motivated to make choices that advance social equity and inclusion and benefit their local community. People with an Eco-Trends motivation have attitudes that reflect they are consciously motivated by the climate emergency. Their attitudes and choices are intended to positively impact the environment, social justice and their community, primarily through their purchasing power and social influence.



"They [YouTube channels I follow] usually say **reverse meal planning**....You check what you have [at home] and then **you look for a recipe that can have the ingredients that you already have at home** [to avoid food waste].

— Camila, 36

Design for: zero waste, community repair/reuse, price/discounts, facts and rational thought; eco-attributes are secondary.

Demographic clusters with this as a dominant motivation in Guelph-Wellington include: older homeowners; Millennials and Gen-Z; primarily Canadian-born; residents of Guelph/Eramosa and Puslinch.

DOMINANT MOTIVATION FOR
16% of Guelph-Wellington
population

Waste Not, Want Not (14%)

I am motivated to:

- Use and own only what I need
- Reduce waste in all aspects of my life

Actions are motivated by the planet:

NO

SOMEWHAT

YES



For people with a Waste Not, Want Not motivation, most choices to live lighter are a by-product of motivations to minimize what they own and reduce all forms of waste. They are not purposely choosing these types of lighter living actions because of the planet, but because of their strong values and the belief that when we live like ‘less is more,’ everyone benefits. This motivation is anchored in using and purchasing only what is needed and getting rid of anything that is not. This motivation is driven for some by lifelong minimalist and frugal values and attitudes or by more recent life transitions, such as retirement.



“That's mainly how I buy most of my things. I look at Kijiji. I got my waffle maker, air fryer, griddle, and toaster all from Kijiji.”

—Henry, 55

Design for: zero waste, community repair/reuse, price/discounts, facts and rational thought; eco-attributes are secondary.

Demographic clusters with this as a dominant motivation in Guelph-Wellington include: older homeowners; primarily Canadian-born; residents of Guelph/Eramosa and Puslinch.

DOMINANT MOTIVATION FOR
14% of Guelph-Wellington
population

Healthy Life & Planet (11%)

I am motivated to:

- Do what's best for my health and wellness and for the planet
- Advocate for wellbeing in my community

Actions are motivated by the planet: ☐ NO ☐ SOMEWHAT ☒ YES



People with a Healthy Life & Planet motivation are consciously and purposely making choices because of concern for the state of the planet. In almost every aspect of life, they choose to live lighter. Underlying the choices and actions of people with a Healthy Life & Planet motivation are attitudes that question the status quo. They feel the need to make choices to avoid potential negative impacts on health and wellbeing created by systemic-level issues both locally and globally.



"It's healthier, it's organic. **I was always raised as a kid having a garden.** To me, it's a basic necessity."

—Nellie, 63

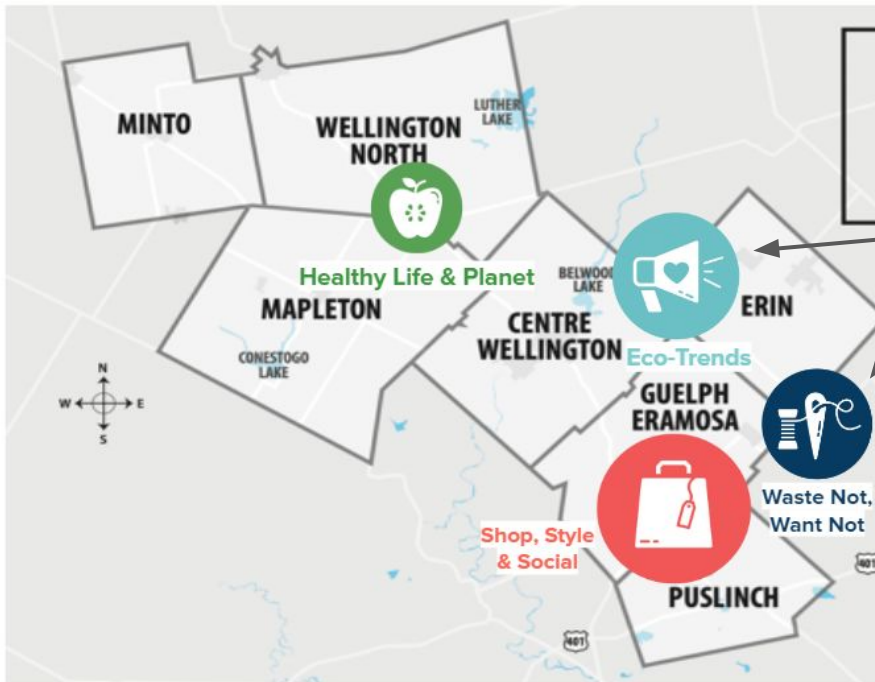
Design for: health, community, wellbeing, overt eco-attributes, facts / rational thoughts

Demographic clusters with this as a dominant motivation in Guelph-Wellington include: older women; those living in the Wellington area (Wellington North, Wellington Centre, Erin, Mapleton).

DOMINANT MOTIVATION FOR
11% of Guelph-Wellington
population

Where they live

Residents with different motivation segments are present throughout the Guelph-Wellington region. However, these 4 key motivations were skewed by where they live in the region.



There is rapid change in Guelph, including growth of the suburbs.

Those with the **Shop, Style & Social** lighter living Motivation tend to be clustered in the City of Guelph.

How old they are

There were notable skews in motivations in terms of age. People with the Shop, Style and Social and Eco-Trends Motivations tend to be younger.





Analysis and Recommendations

Observations and suggestions based on the Motivations for Guelph-Wellington.

- The 4 Main Motivations: Summary Points
- Three Key Messages
- The 4 Motivations: Design Considerations

The 4 Main Motivations: Summary Points

**Shop, Style
& Social
(53%)**



Half the region's residents are motivated by Shop, Style & Social, particularly City of Guelph residents. People with this Motivation currently have fewer sustainable living practices. Finding ways to encourage lighter living as part of **Shop, Style & Social motivations will likely have strong positive impact** given the large number of people with this motivation..

**Eco-
Trends
(16%)**



Those motivated by Eco-Trends and Healthy, Life & Planet **sustainable lighter living motivations complement each other. Combined, they represent the majority of residents** of City of Guelph's outskirts and the Wellington region.

Together, they can be strong voice of and force for change.

**Healthy Life
& Planet
(11%)**



The combination includes the majority of women (and some men) from all ages (Gen Z and Millennials of Eco-Trends + 55+ professionals self-employed of the Healthy Life & Planet). Underlying their choices and actions are attitudes that question the status quo.

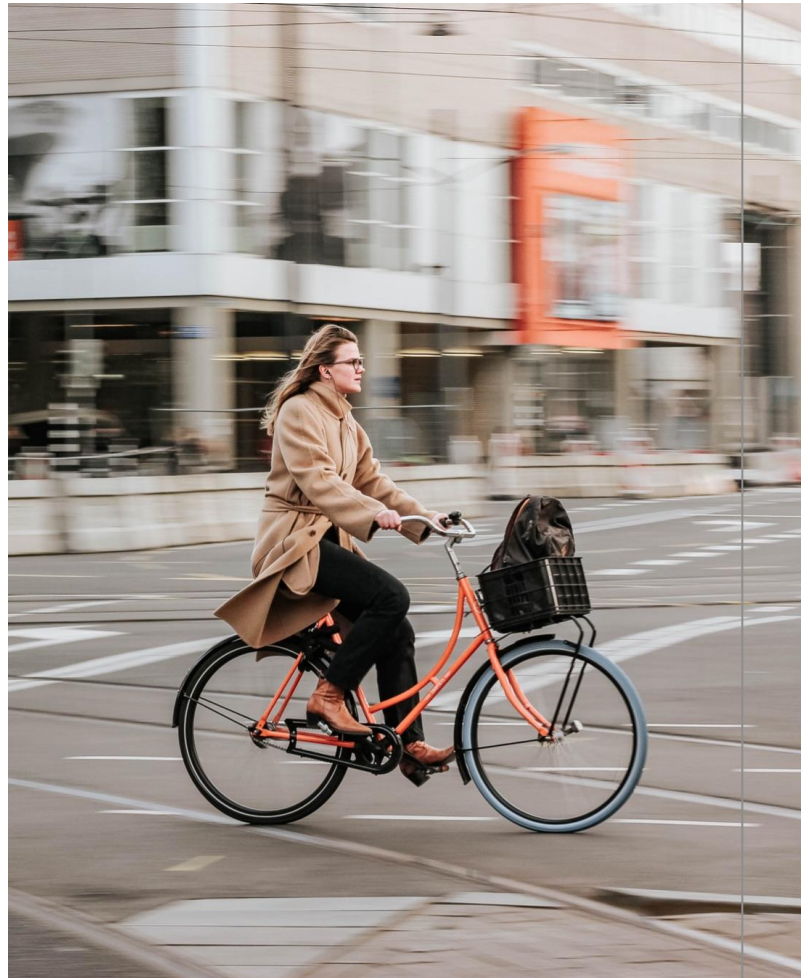
**Waste Not,
Want Not
(14%)**



Those with this motivation cluster in Guelph/Eramosa and Puslinch. Their motivations, **by default, result in sustainable and lighter living.** In other words, by avoiding waste and being frugal, they engage in behaviours that are also climate and planet-friendly.

Three Key Messages

- 1) **Shop, Style & Social (53%) is the dominant Motivation for Guelph-Wellington**
- 2) **Eco-Trends and Shop, Style & Social complement each other**
- 3) **All of the Motivations need structural supports in order to mainstream actions**



1) Shop, Style & Social (53%) is the dominant Motivation for Guelph-Wellington

Consider Shop, Style & Social as your biggest opportunity for impact.

There is significant opportunity to engage with the Shop, Style & Social segment, as it makes up more than half (53%) of the study population.

- Enhance your efforts by considering what this segment responds to, needs and values.
- By understanding what motivates this segment, you can bridge to new people and bring them on your side in achieving your climate and planet-friendly goals.

This segment shows the greatest disparity between currently practicing lighter living behaviours in their daily life and future interest in doing so.

While they are open to actions that are more sustainable, they don't do many of them yet. Here are four actions they do now:

- Participate in community gardens
- Make energy-efficient upgrades to their home
- Walk or ride bike to get groceries
- Use ride share services with one or more co-passengers

While people with a Shop, Style & Social motivation usually don't support eco-friendly brands or initiatives today, there are many lighter living actions they are *open to doing*.

- These include: buying locally grown food; growing food in garden; shopping from local farmers; reselling/donating things; limiting home water use; living where they can walk/bike/transit.

It takes effort to reach this segment. They don't want to have to go out of their way or to pay extra for adopting lighter living practices. They want support to adopt desirable, accessible, affordable lighter living actions. In Guelph, this segment skews younger.

- Those motivated by Shop, Style & Social are not as motivated by the impact of lighter living behaviours on the environment. Rather, they're motivated by affordability, cost savings, personal convenience, time savings and ease of the behaviours.
- Given their size and claimed interest in sustainable living actions, this segment can have a strong positive impact on lighter living, provided this is trendy and can be easily incorporated into their lifestyle.

Recommendation:

Target the Shop, Style & Social segment

Due to its size, this segment represents the biggest opportunity to increase the uptake of climate and plant-based food initiatives in the Guelph-Wellington region.

A key advantage is that this segment mainly lives in the City of Guelph, so it is possible to create support in a concentrated part of your region.

Design for: style, digital/tech-enabled, social sharing, emotion and pleasure.
Eco-attributes are secondary.

Prioritise experiences and peer orientation; social sharing.

- Communicate that your product or service is being enjoyed by many others like them, so that it is “the thing to do.”
- For example, position local food shopping as an exciting shopping experience that varies with each trip, to appeal to many of the motivations around shopping that define them.

Engage the younger generations in efforts for healthier eating and eating more plant-based food.

Make sure your product or service is mobile-first and digital/tech-enabled.



“We use this really good app called Mealime that lets us make a meal plan for the week and then it tells us exactly what to buy and how much you need.”
— Robert, 28, Guelph

Recommendation:

Target the Shop, Style & Social segment

When considering the uptake of lighter living in the Shop, Style & Social segment:

- This segment is less likely to go out of their way or to spend more by adopting sustainable living behaviours for the good of the planet. One needs to appeal to their other motivators.
 - Repairing or “making” new things or donating / giving used things seem to be more appealing actions than buying from local sources or buying second-hand goods.
- Although this segment is interested in adopting more lighter living behaviours, **the onus is on the government and businesses to make it worth their while and easier to do.**
- Actions need to be **desirable** and seen as the social norm, help people save money, be **affordable**, be **accessible**, make their life more **convenient** or save them time, and/or just be **easy** for them to do.
 - For example, demystify plant-based food and demonstrate that eating more sustainably does not mean increasing the costs or time spent on food, but rather enjoying healthier and tastier food.

We love buying our meat from those local farms but because of the increased cost in that fresh food, it's harder for individuals to purchase it. I've seen it at like a significantly higher cost.

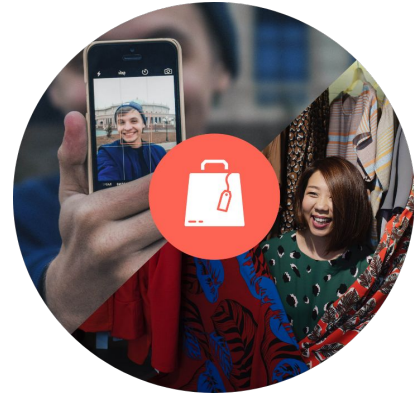
- Lynne, 36, Guelph

2) Eco-Trends and Shop, Style & Social complement each other



DOMINANT MOTIVATION FOR
16% of
Guelph-Wellington population

+



DOMINANT MOTIVATION FOR
53% of Guelph-Wellington
population

Together, these two Motivation segments comprise 69% of the population.

Both are:

- Socially motivated
- Trend younger
- Digitally enabled
- Interested in sustainable behaviours related to food with Eco-Trends doing more actions currently

By better understanding these two segments, we can get them to support each other to create culture changes, and build support from business and government.

Eco-Trends can inspire Shop, Style & Social towards more lighter living actions.

- Both embrace the new and hip – social sharing, peer influence, pop culture.
- They can help each other with mainstreaming, and are motivated by social norms.
- Eco-Trends don't put shopping at the heart; they can influence Shop, Style & Social that it's "cool" to shift away from shopping as the primary way to build a good life.
- We can build a story about **enoughness** and sufficiency, not just green consumerism.

Recommendation:

Take advantage of the synergies of Eco-Trends and Shop, Style & Social

Create strategies that use Eco-Trends to influence Shop, Style & Social:

- Support these segments in groups, using social sharing, peer influence and pop culture.
- Eco-Trends likes to influence others, and Shop, Style & Social like to be influenced.
- Engage Eco-Trends as ambassadors and ask them to reach out to people in their peer group who aren't as sustainable as they are. These can be through established channels (such as sports clubs, faith communities, boards) or informal networks (friendship circles, influencers, shared experiences). Support them with clear messaging and proof points.
- **Design for:** emotion and pleasure (versus facts and rational thought).

Engage with young people in Guelph-Wellington:

- Eco-Trends and Shop, Style & Social are the youthful segments (18-35 year-olds) – these are the ones you want to pay attention to and distinguish.
- They embrace technology and are digital-forward.
- You can engage youth especially around a plant-based lifestyle.

3) All of the Motivations need structural supports in order to mainstream actions

We can only motivate more people to engage in lighter living behaviours by strengthening the structural supports that enable this action.

- Lighter living is not just about individual actions - we need to **create supportive contexts**. This includes making these practices more affordable, but it goes beyond money.
- Supporting lighter living requires an **ecosystem of linked strategies**, including:
 - Redefining what we value – measures of progress
 - Putting in place the required structures and incentives
 - Changing our cultural story – through the arts, education, media, social groups etc.
- You can support programs with clear steps, and you can develop publicly and privately supported infrastructure.
- There are key roles for government and business, for creative institutions, and for people mobilizing to support bold policy action and business solutions.

By understanding the diverse motivations behind lighter living behaviours, you can develop the **most effective policies, infrastructure, and products and services** for advancing this action.

- There is a lot of noise around the need to take climate action. People are looking for tangible ideas, training, step-by-step journeys etc.
- The Eco-Trends segment has high potential to be “greenwashed” – to pursue behaviours that sound appealing but are not going in a planet-friendly direction. You can guide them.
- You can develop policies and regulations to foster and reinforce strategic lighter living action.
- Municipal support and intervention is very important – through incentives, choices, programs..and culture change - including shifting social norms and values.
- People with Eco-Trends motivations are ready to take up subsidies or loans to showcase solutions like e-bikes and solar panels – and to then influence the Shop, Style & Social segment.
- You can take advantage of engaging peer groups to play a key role in mainstreaming: people need to see other people doing it, that it’s “the thing to do”, that they’re not the only one and that they are part of a bigger cultural wave toward lighter living.

Recommendation:





Enhance structural supports for lighter living practices

By understanding motivations, you can engage people across a range of strategies by tailoring to their needs, wants, aspirations and values.

- **Connect with people in groups and collectives:** e.g., neighbourhoods, workplaces, sports clubs, faith groups.
- **Provide people with opportunities to live out their values:** e.g., tool libraries, circular fashion week.
- **Provide clear cues to the Eco-Trends segment, so they see they are part of a movement.** They are more likely to take consistent action if the structure is there to support them.
- **Include lighter living supports in municipal master plans,** which focus on engaging Shop, Style and Social, making it easier, more desirable or convenient for them to take these behaviours / actions.
- **Provide educational support and awareness-raising** that share how to take these desired behaviours (e.g., cooking classes). “Even just do samples. Like, you never try plant-based sample anywhere, so I think that's something that would be huge for me, I would totally be interested in doing it.” Jeremy, 29 (Shop, Style & Social)
- **Leverage life transitions** – such as moving, retiring, becoming parents, etc. – as key moments for supporting a whole set of lighter living practices. During these transitional times, habits are already in flux. With support, people can engage in many lighter living behaviours including living in a walkable neighbourhood, choosing smaller dwellings, buying second hand. Consider key allies like homebuilders, universities, real estate, etc.
- **Support both homeowners and renters** in efforts to achieve energy gains.
- **Provide subsidies and incentives to lower the financial barriers** to lighter living for almost all people, given the rising cost of living, inflation, etc.
- **Expand your impact by also engaging the smaller Motivation segments:** For example, Waste Not, Want Not is motivated by frugality and preventing waste. They can be brought in through supports including repair cafes, clothing swaps, second-hand, etc.

The 4 Motivations: Design Considerations

When you design with the 4 main Motivation segments in mind, you are appealing to the diverse motivations for lighter living through your services, initiatives and products.

Motivation	Guelph-Wellington pop. %	I am motivated to...	Design for...
 <p>Shop, Style & Social</p>	53%	<p>Buy things that make me look good</p> <p>Live life to the fullest (by popular culture standards) and try new, cool experiences & things</p>	<p>Style, digital / tech-enabled, social sharing, eco-attributes are secondary, emotion & pleasure</p>
 <p>Eco-Trends</p>	16%	<p>Align myself with progressive trends</p> <p>Reduce my environmental impact, both by buying more consciously and buying less</p>	<p>Quality, durability, time-efficiency, overt eco-attributes, emotion & pleasure</p>
 <p>Waste Not, Want Not</p>	14%	<p>Use and own only what I need</p> <p>Reduce waste in all aspects of my life</p>	<p>Zero-waste, community, repair / reuse, price / discounts, eco-attributes are secondary, facts / rational thought</p>
 <p>Healthy Life & Planet</p>	11%	<p>Do what's best for my health and wellness and for the planet</p> <p>Advocate for wellbeing in my community</p>	<p>Health, community wellbeing, overt eco-attributes, facts / rational thought</p>



Further Opportunities for Guelph-Wellington

- Opportunities for Guelph-Wellington
- Ways to Use the Motivations
- Increase uptake of circular goods and services - Case Study

Opportunities for Guelph-Wellington

Guelph-Wellington actors can use the Motivations to enhance existing programs and communications - including to access more than half of the population motivated by Shop, Style and Social.

Specifically, the Motivations are helpful to:

- Clarify audiences, refine messaging and outreach channels.
- Support strategies for mainstreaming climate-friendly behaviours and actions in Guelph-Wellington (e.g., transportation, energy, food, goods / waste).
- Identify how to increase uptake of climate and planet-friendly initiatives, including circular products and services.

Working with the Motivations

For some Motivations, the aim is to **move people from being “open to” taking action to doing it now**. For others, it is to **expand the number of people who do the actions**.

Since the Healthy Life & Planet and Eco-Trends segments are already motivated and do most of the identified actions, it is best to focus efforts on expanding the number of people in these segments who take each of these actions.

Communications created for the Shop, Style & Social segment around eating sustainable and plant-based food **can be applied outside the City of Guelph, with an added sustainability message to appeal to those with other motivations**.

For those motivated by Waste Not, Want Not, it may be best not to develop separate strategies and communications, given that they are living sustainably for their own reasons and may not be open to hearing about why they need to do what they do.

- For this segment, the key would be supporting them with infrastructure, incentives and others supports to make their desired actions easier to take.

Findings on Food, Transportation, Goods, Energy, Waste

The team explored actions across the range of sustainable living behaviours. Findings are in Appendix 1, with an opportunity to dig deeper into these pieces as further research.

- As Guelph-Wellington considers its planning efforts including in the downtown core, how can you facilitate engaging young people, including those motivated by Shop, Style and Social?

Our Food Future

The Motivations research conducted in Guelph-Wellington places its focus on food behaviours and actions, with interest in applying this lens to **Our Food Future**, specifically to inform the Reimagine Food programme. Domain insights around food can be found in Appendix 1 and provide rich opportunities for strategy and action:

- For example, eating more plant-based food is the only action that both the Healthy Life & Planet and Eco-Trends segments indicate they'd like to do more of in the future.

Ways to Use the Motivations

Everyone helping to mainstream lighter living actions can use the Motivations, including the private sector — or supporting businesses — and public-facing entities. Guelph-Wellington can deliver benefits across its community by considering how the Motivations can be used in the following ways.

PUBLIC-FACING

- Local governments — e.g., clarify primary audiences on an action area like active transportation or energy savings
- Nonprofits — e.g., build the membership base around a campaign with clearer calls to action or support outreach
- Neighbourhood champions — e.g., find new ways of engaging a diversity of people with varied motivations
- Environmental groups — e.g., expand reach and identify services / projects that support lighter living by a wider range of people

PRIVATE SECTOR

- Innovators — e.g., use the motivations to influence user-centered design and to create or expand product or service offerings.
- Marketing professionals — e.g., refine messaging and outreach (see next page).
- Sustainable brands — e.g., refine marketing strategy and content.
- Social impact entrepreneurs — e.g., support the business case in a pitch to investors by revealing how a product / service responds to diverse motivations of potential customers.
- Incubators & activator programs — e.g., help startups with their business planning or fine-tuning their social purpose.
- Businesses (small to large) — e.g., communicate increasing climate commitment to the existing customer base.
- Boards of trade or business associations — e.g., support members in conversations about role of business in climate action.

Increase uptake of circular goods and services

The Motivations are a great tool for companies, especially small and medium-sized enterprises. These enterprises may not have their own market research or resources to involve customers in product development.

The insights help companies innovate at the leading edge and seize new market opportunities.

In Guelph-Wellington, the Motivations can be used to support individual businesses, or through programming as part of existing business networks or accelerators such as COIL.

Case Study

Find New Market Opportunities: Järki Särki

Why Motivations?

With few domestic fish options on the market in Finland, a food waste entrepreneur used the motivations to seize new market opportunities for the Järki Särki brand.

The Methodology:

The Järki Särki team were first asked to compare the motivations to their customers. Then they were asked to identify their *potential* customers as well as the reasons they would be interested in the product.

The Results:

The team found that their early adopters likely represented only a very small share (9%) of Finns.

With some product design and messaging changes, the brand could reach two more motivations (53% of Finns).

In the first year of the re-brand, sales grew +50%. In the second year, they grew +30%.

Company Description:

Järki Särki brand is a Finnish fish delicacy made of what's called 'roach' fish, an invasive species that degrades the water quality of lakes. Normally, it would be wasted.



Image credit: Järki Särki

SITRA




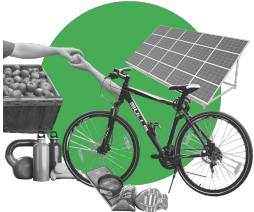
Appendix 1: Lighter Living Motivations and Behaviours by Area

This section focuses on specific attitudes and behaviours related to each of these five areas:

- **Food**
- **Goods**
- **Energy**
- **Waste**
- **Transportation**



Actions they do now / would do

Motivation	Guelph-Wellington Pop. %	Do this now	Convincible
 <p>Shop, Style & Social</p>	53%	<p>Participate in community garden; Make energy efficient upgrades to my home; walk or ride bike to get groceries; use ride share services with one or more co-passengers</p>	<p>Buy locally grown food; grow food in garden; shop from local farmers; resell or donate things; limit use of water at home; live where I can walk/ bike/ transit</p>
 <p>Eco-Trends</p>	16%	<p>Buy locally grown food; support local business sourcing food; repair first before buying new; reduce amount of energy I consume; Avoid plastics; live where I can walk/bike/transit</p>	<p>Eat plant-based food; participate in a community garden</p>
 <p>Waste Not, Want Not</p>	14%	<p>Grow food in garden; resell or donate things; repair first before buying new; limit use of water at home; use recycling and compost bins; combine errands in one trip</p>	<p>Buy locally grown food; shop from local farmers; use/buy primarily from locally owned businesses; buy non-food products made locally; make an energy efficient upgrade</p>
 <p>Healthy Life & Planet</p>	11%	<p>They do most actions!</p>	<p>Support Healthy Life and Planet to do these actions more frequently & encourage those who are not yet doing them to pick them up.</p>



We asked people in Guelph-Wellington whether they:

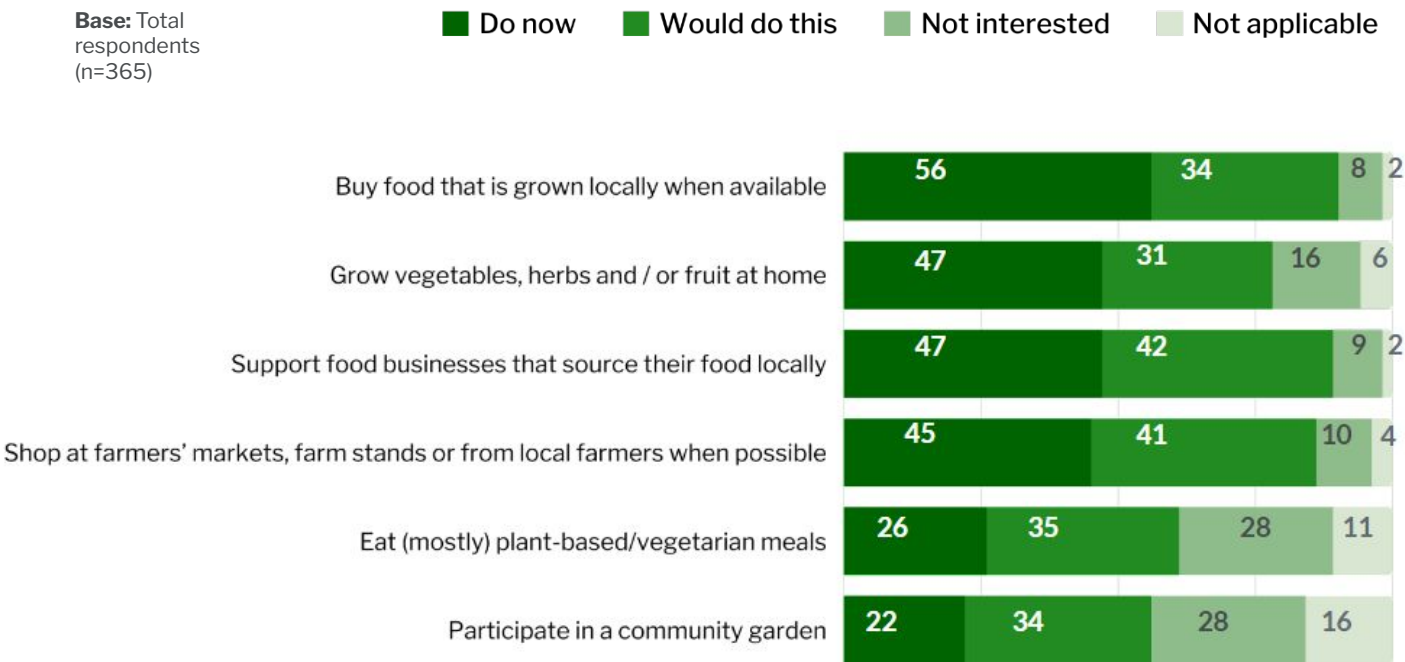
- Buy locally grown food
- Grow vegetables, herbs and fruit at home
- Support businesses that source local
- Shop at farmers' markets
- Eat plant-based / vegetarian
- Participate in a community garden

Findings

- Young people are the key target group. Efforts for healthier eating and eating more plant-based food are best focused on **younger generations**, Gen Z and Millennials.
- Attitudes towards, current behaviours and interest in increased sustainable behaviours related to food are strongest among those motivated by Shop, Style & Social and Eco-Trends. Those Motivations skew towards the youngest generations of the region.
- Of these, the **Shop, Style & Social** segment shows the **greatest opportunity** for increasing these actions as they are open to these behaviours and make up more than half the population.
- Both Eco-Trends and Shop, Style and Social are **socially influenced**, meaning that shifting attitudes towards sustainable food behaviours is supported by normalising these behaviours and creating a buzz around them. Position local food shopping as an exciting shopping experience that varies with each trip, to appeal to many of the motivations around shopping that define them.
- Making them attractive is another consideration: with Eco-Trends, there were a couple of mentions about the Farmer's Market being a crowded and inconvenient shopping experience. Planning with their needs in mind has the potential for strong impact.
- The key to driving these behaviours is focusing on **the ease of shifting to sustainable food behaviours, accessibility, affordability, social norms, and to some extent, knowledge**.
- While most can and do **appreciate the benefits** of healthier and more sustainable behaviours, oftentimes convenience and affordability outweigh these benefits - especially for Shop, Style and Social and Eco-Trends.
- **They don't want to have to go out of their way or pay more.** These factors tend to be barriers to younger generations. Demonstrate that eating more sustainably does not mean increasing the costs or time spent on food, but rather enjoying healthier and tastier food. Time to plan and prepare meals is a slightly bigger issue than being financially stable. There is room to challenge the assumption that these are more expensive choices - wasting food, growing food, eating plant-based can be the more affordable option.
- Those strongly agreeing to statements related to **needing more time** tend to be parents. Some respondents noted that their partner or children were picky eaters or not interested in increasing the proportion of plant-based meals.
- Making things **easy or digitally enabled** can help. Some respondents used apps to plan their meals (and avoid wasted food); others wanted more confidence in cooking plant-based. Both Eco-Trends and Shop, Style & Social agreed that they'd probably eat healthier if they had better nutrition knowledge and food skills. There was some misunderstanding around the term "plant-based" with some assuming it meant processed - and more expensive - vegetarian products.

Lighter Living Behaviour around Food

Most people are already buying food that is locally grown when available, with high levels of interest to do so among those who don't already. Growing vegetables at home, supporting businesses that source local, and shopping at farmers markets is also high right now. Correlations to sub-groups were minimal – those growing home gardens and eating plant-based meals tend to be young.



"I try to eat more vegetables and more plant-based meals but I don't do that very often. Not because I don't like it, it's because I have picky eaters."
- Amy, 46, Guelph | Eco-Trends

"[Eating plant-based or vegetarian meals] My husband is a meat eater... it's not a transition that I think will be long term successful in my household."
- Denise, 56, Guelph | Waste Not, Want Not

If "the market was closer and the goods cheaper."
- Survey respondent

Food

When we look at these behaviours around food by the lighter living motivational segments, we see a clear relationship. Those motivated by **Happy Life & Planet** already do all these food-related actions. Those motivated by **Eco-Trends** also do most of those actions and can be motivated to do the rest - and spread the word. Both of these can be encouraged to do them more often or consistently. **The real opportunity for expansion is with those motivated by Shop, Style & Social, the dominant Motivation for 53% of Guelph-Wellington.** For **Waste Not, Want Not**, in addition to affordability and convenience, there's also an issue of accessibility. Some claim that these lighter living food behaviours simply don't seem possible where they live.

	Do now	Would do this
Buy locally grown food	 	 
Grow food in garden	  	
Support businesses sourcing local food	 	
Shop from local farmers	 	 
Eat plant-based food		 
Participate in a community garden	 	

Base: Total respondents (n=365)



Waste not, want not



Shop, Style & Social



Healthy Life & Planet



Eco-Trends

I just find it easier to have someone do it for me so out comes the Dash apps.

- Todd, 43, Guelph | Shop, Style & Social

I feel like when I'm at Farmboy, I see signs that say it's locally sourced organic food. I'm going in with a bias that I'm kinda supporting the local community versus getting, I don't know, a tomato that's growing on the other side of the planet.

- Sam, 29, Guelph | Shop, Style & Social

Knowing where to find them. When and where. We need a directory of sources, locations.

- Survey respondent | Eco-Trends

Goods

We asked people in Guelph-Wellington about:

- Reselling or donating things when done with them
- Repairing first before buying new
- Getting things second-hand
- Giving gifts that are experiences, re-gifts, or homemade
- Buying from locally owned businesses
- Favouring online shopping for goods
- Buying non-food products made locally
- Borrowing or renting tools rather than buying



Findings:

- Current **attitudes** towards sustainability in choice of Goods are weak except among those motivated by **Healthy Life & Planet** and **Eco-Trends**.
- On the other hand, **sustainable behaviours related to Goods are prevalent among most**, suggesting people do not link these behaviours to sustainability necessarily.
- The above become important when encouraging those motivated by **Shop, Style & Social** to partake in these activities, as those show the greatest opportunity for these actions. For those motivated by **Waste Not, Want Not**, those actions are a natural fit.
- **Choosing local products** is the most important factor for most people. Strong agreement with other statements is low. Agreement is strongest among those motivated by Healthy Life & Planet and Eco-Trends. This suggests that lighter living motivations related to goods and local choices are directly linked to environmental protection. As such there seems to be a need to use different motivations on Goods for other segments.
- For the **Shop, Style & Social** segment that show interest in adopting more lighter living behaviours, as they tend to be younger and time-strapped, affordability and time-savings are again key. Any behaviour that seems more convenient or cheaper is desirable. As it relates to donating items specifically, altruistic motivations and “feeling good” about donating is also important.
- For the **Waste Not, Want Not** segment that show interest in adopting more lighter living behaviours, accessibility and knowledge remain their key needs. Like the Shop, Style & Social segment cost-savings are also important.
- Increased action then needs to be motivated by benefits other than sustainability in this case. Affordability, time savings and ‘saving’ items may appeal more to those motivated by **Shop, Style & Social** and **Waste Not, Want Not**.
- As the attitudes and actions are normalised within **Eco-Trends**, there is an opportunity to increase uptake with **Shop, Style and Social** if these behaviours are turned into a cool experience or something that makes them feel good about themselves within their peer group.

Lighter Living Behaviour around Goods

Overall, interest is high in all lighter living behaviours related to goods. In terms of current behaviours, most already resell or donate things when they're done with them as well as try to repair an item first before buying new and getting things second-hand.

Base: Total respondents (n=365)

■ Do now ■ Would do this ■ Not interested ■ Not applicable



“We can save our money so I will repair first and when I repair then I can use.”
- Survey respondent | Shop, Style and Social





“We’ll get rid of things by posting items [on Kijiji or FB Marketplace] for free or low cost sale.” - Denise, 56, Guelph | Waste Not, Want Not

Goods

Again, the Healthy Life & Planet and Eco-Trends segments are most likely to be currently engaging in these behaviours; while the Shop, Style & Social and Waste Not, Want Not segments show interest.

	Do now	Would do this
Resell or donate things when done with them	  	
Repair first before buying new when can do so	  	
Give gifts that are experiences, a re-gift or homemade	 	
Use or buy primarily from locally owned businesses	 	 
Favour online shopping for goods		
Buy non-food products that are made locally		
Get things second-hand (buying, swapping, free)	 	

Base: Total respondents (n=365)

-  Waste not, want not
-  Shop, Style & Social
-  Healthy Life & Planet
-  Eco-Trends

In my way, homemade gifts are far better than a normal gift because it is cost saving.
- Survey respondent | Shop, Style and Social

I'm somewhat a minimalist... I don't like to buy things for the sake of it and if I think I have something that is still working and operational it's totally fine. I'm very function-based in how I buy things. If I don't need it or if it doesn't serve a purpose in my life, I wouldn't buy it.

- Isha, 25, Guelph | Waste Not, Want Not

We asked people in Guelph-Wellington whether they:

- Limit the use of water at home for day-to-day activities
- Reduce the amount of energy consumed
- Make an energy efficiency upgrade at home

“[Buying an energy efficient dishwasher] It's a convenience thing for me, but also knowing that I'm actually reducing my water usage was important to me.”

- Jeremy, 29, Guelph | Shop, Style & Social



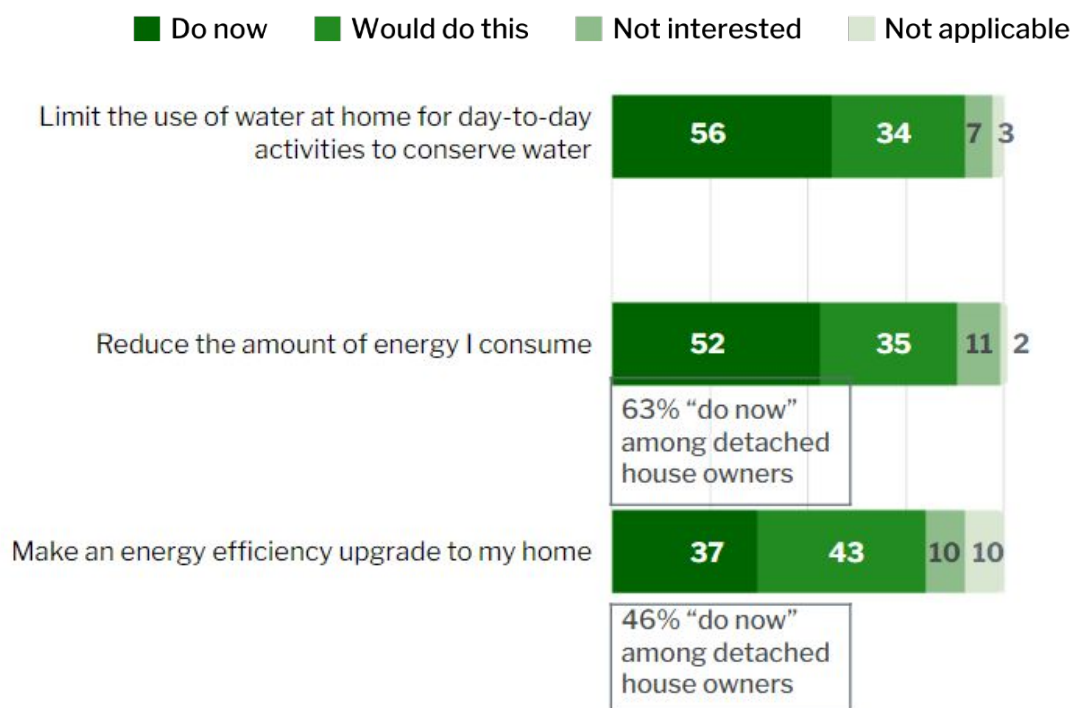
Findings:

- The Shop, Style & Social segment show the greatest opportunity of those who aren't currently participating in lighter living energy behaviours, but show interest in doing so.
- **All lighter living behaviours related to energy have higher levels of interest** compared to not being interested.
- All three behaviours asked about show room for improvement overall. Just over half are limiting the use of water and amount of energy they use; less than half are making energy efficiency upgrades to their homes.
- **For energy efficiency upgrades, Shop, Style & Social jumped from “would do this” to “do this now.”** Several Guelph residents mentioned subsidies as the reason for undertaking an upgrade.
- Again, the Healthy Life & Planet and Eco-Trends segments are most likely to be currently engaging in these behaviours, while the **Waste Not, Want Not do this as part of their ‘use only what is needed’ attitudes and values.** The Shop, Style & Social and Waste Not, Want Not segments show interest.
- The two top statements towards lighter living behaviours relevant to energy are (1) being an **example of eco-friendly living to others** and (2) doing more if / when they're financially stable. With less than a fifth of respondents strongly agreeing to each, there is room for improvement here.
- “I feel it is my responsibility to be an example of eco-friendly living to others” strongly skewed to high income/high education residents, and was strong with Eco-Trends and Healthy Life and Planet.
- Generally, **affordability was a theme** that emerged for driving lighter living behaviours. “I would probably do more to help the environment if / when I am **financially stable**” strongly skewed to lower income residents, and was strong with Eco-Trends and Shop, Style and Social.

Lighter Living Behaviour around Energy Use

Over half of people are limiting the use of water at home and reducing the amount of energy they consume, while about 4 in 10 are making an energy efficiency upgrade to their home. Of those who aren't currently doing these behaviours, most are interested in starting. Across the total population, less than 10% aren't interested.

Base: Total respondents (n=365)



Again, the Healthy Life & Planet and Eco-Trends segments are most likely to be currently engaging in these behaviours, while the Waste Not, Want Not do this as part of their 'use only what is needed' attitudes and values. The Shop, Style & Social and Waste Not, Want Not segments show interest.

	Do now	Would do this
Limit the use of water at home for day-to-day activities to conserve water	  	
Reduce the amount of energy I consume	  	
Make an energy efficiency upgrade to my home	  	

Waste

We asked people in Guelph-Wellington whether they:

- Use recycling and compost bins to throw away recyclables and compostable when in a park or public places
- Participate in residential recycling and composting services
- Reduce the overall amount of waste I generate by consuming only what I need
- Avoid plastics, excess packaging, single use bags or containers



Findings

- Lighter living motivations relevant to waste show room for improvement, with **less than a fifth of respondents strongly agreeing (rated 7 out of 7)** with the statements tracked.
- Furthermore, all of those who did agree strongly were from either the **Healthy Life & Planet, Eco-Trends, or Waste Not, Want Not** segments. The number of people from each of these segments doing the behaviours can be increased.
- Based on statements focused on reduction of waste / shifting demand / reducing food waste, there is room for improvement. Less than a fifth agreed strongly (rated 7 out of 7) on these attitudes and less than half agreed (rated 7 or 6 out of 6) on most. This is more alarming given that those who agreed the strongest on these attributes are all of those motivated by Healthy Life & Planet, Waste Not, Want Not and Eco-trends.
- Despite these attitudes, **most people are currently trying to reduce waste** primarily via recycling and composting services at home or when in a park or public places. There is an opportunity to expand this behaviour and increase awareness around reduced consumption in general (which includes use of plastics and excessive packaging that is already on people's radar).
- Of those not currently participating in lighter living waste behaviours (but interested in doing so), again, the **Shop, Style & Social** segment shows the greatest opportunity space.
- **Ease and accessibility as well as waste-saving measures are key** to driving this adoption of lighter living behaviours.

It would be easier for me to do so by, for example, having locations to dispose of electronics near my home or to have accessible information at my disposal.
- Survey respondent | Shop, Style and Social

Waste

Base: Total respondents (n=365)

■ Do now ■ Would do this ■ Not interested ■ Not applicable



The Healthy Life & Planet and Eco-Trends segments are most likely to be currently engaging in these behaviours. While the Shop, Style & Social and Waste Not, Want Not segments show interest.

	Do now	Would do this
Use recycling and compost bins to throw away recyclables and compostable when in a park of public places	  	
Participate in residential recycling and composting services	  	
Reduce the overall amount of waste I generate by consuming only what I need	 	
Avoid plastics, excess packaging, single use bags or containers	 	

We do compost when we can. With that said, of all the resident buildings on campus this is the only one that doesn't have a readily accessible composting section to the recycling. Lately, it's been going to the garbage and I've been feeling guilty about that.

- Jeremy, 29, Guelph | Shop, Style and Social

Transportation

We asked people in Guelph-Wellington whether they:

- Combine errands in one trip
- Live within walking distance to stores/services
- Live in a place that makes it easy to walk/ bike/ transit to work/ school
- Walk or ride bike to get groceries
- Work remotely at home
- Use car ride services with one other passenger



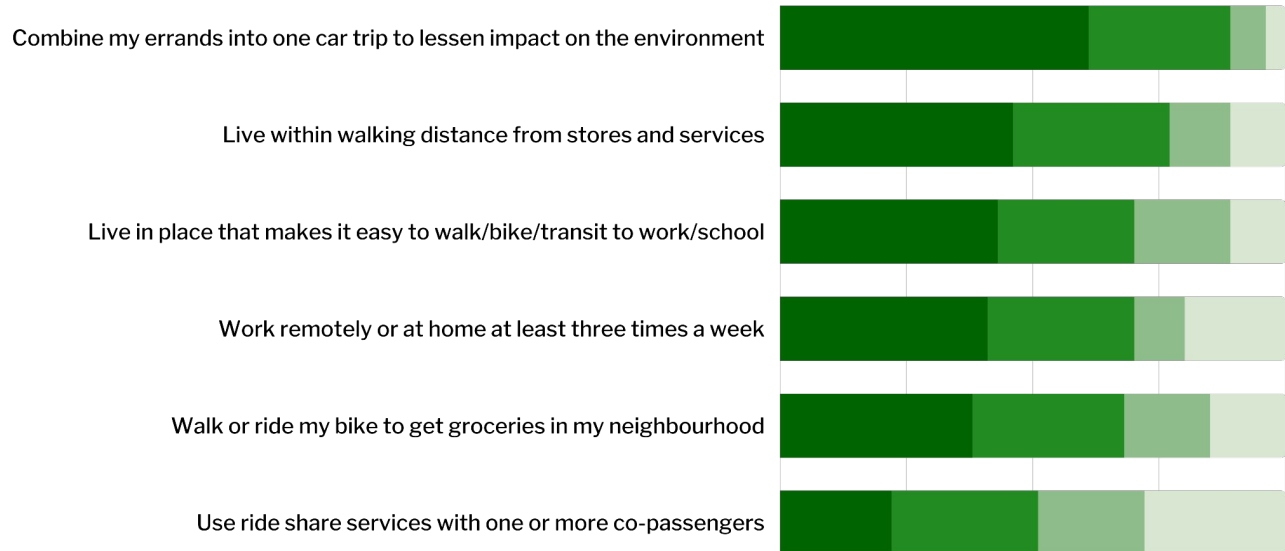
Findings

- The **Shop, Style & Social** segment show the greatest opportunity of those who aren't currently participating in lighter living transportation behaviours, but show interest in doing so.
- Currently they do **walk or bike for groceries and share transportation with other people**. We hypothesize this is happening based on convenience of where they live and affordability / saving money. Combining errands into one car trip is a key sustainable behaviour taken by many, particularly those 60 years or older. The other behaviours have room to boost. There are as many residents who currently live in a place that reduces need for transportation as those who are planning to do so. The majority of those who currently live in such places or would do this are in Wellington area.
- The reasons that will motivate them to make bigger changes to help them be more sustainable in their lifestyle is **convincing them that living closer to what they need in terms of food, products and services is that they will save money while getting better products and services**. Climate impact is not a key motivator for such changes. Some residents noted changes in their transport choices if they had moved to a new neighbourhood.
- Guelph-Wellington residents were asked: "My choice in what I use for transportation (car, bike, transit) is informed by **ease of use and parking**." Agreement with this statement is soft and it did not vary by lighter living motivation or any other subgroup. However, variation in agreement **correlated with how busy respondents felt their lives to be**. 51% of those with not so busy life agreed (rated 7 or 6 out of 7) with this statement versus 37% of those with busier lives. This can be considered as another indicator of reality driving behaviours as opposed to sustainability attitudes.
- Interview respondents noted considerations for their transportation choices including available infrastructure and weather conditions.

















Transportation

Base: Total respondents (n=365)

■ Do now ■ Would do this ■ Not interested ■ Not applicable



Those motivated by Eco-Trends are the ones who focus on sustainable transportation behaviours and take actions to reduce the amount of driving or using vehicles. It is interesting to note that those motivated by Shop, Style and Social currently walk or use ride share services but are the ones who would be motivated to improve their sustainable behaviours.

	Do now	Would do this
Combine errands in one trip	  	
Live within walking distance to services		
Live in a place that makes it easy to walk/bike/transit		 
Work remotely at home	 	
Walk or ride bike to get groceries	 	
Use ride share services with one or more co-passengers	 	

Living in the city has allowed us to take public transportation or walk to the grocery store. It was very much a decision when purchasing in this area.
- Todd, 43, Guelph | Shop, Style & Social

Appendix 2: About the Project

- Research Program
- Summary of Questionnaire Content
- Respondents



Respondents

This sets out the regional distribution of respondents to the Quantitative Survey.

	Total (n=365) %	City of Guelph (n=290) %	All Others (n=75) %
Region			
City of Guelph	79	100	-
Centre Wellington	7	-	36
Erin	4	-	17
Guelph / Eramosa	3	-	13
Puslinch	3	-	13
Wellington North	2	-	9
Mapleton	2	-	8
Town of Minto	1	-	3

This sets out the demographics for respondents to the Quantitative Survey.

	Total (n=365) %	City of Guelph (n=290) %	All Others (n=75) %
Age			
18 to 41 years	38	37	44
42 years and over	62	63	66
Gender			
Female / Woman / Feminine	55	53	63
Male / Man / Masculine	43	45	35
Prefer not to answer	2	2	1

Questionnaire Content

The survey included a range of questions to understand their values and attitudes, as well as categorise them into their dominant Motivation. In addition, respondents were presented with a list of behaviours, which did not contribute to the segmentation. They were asked whether they do each of the following actions across a scale from A - D:

A – I do this now (Do now)

B - I could see myself doing this (if possible / easier / other) (Would do this)

C – I'm not interested in doing this (Not interested)

D – Is not part of my life (Not applicable)

Food-related activities...

- Eat (mostly) plant-based/vegetarian meals
- Shop at farmers' markets, farm stands or from local farmers when possible
- Grow vegetables, herbs and / or fruit at home
- Participate in a community garden
- Walk or ride my bike to get groceries in my neighbourhood
- Buy food that is grown locally when available
- Support food businesses that source their food locally

Shopping/consumption activities....

- Buy non-food products that are made locally
- Use or buy primarily from locally owned businesses
- Favour online shopping for goods (books, electronic, clothing, etc.)
- Get things second-hand (buying, swapping, free)
- Repair first before buying new when can do so
- Resell or donate things when done with them
- Give gifts that are experiences, a re-gift or something homemade

Home-related activities....


- Borrow or rent tools for home maintenance or renovations rather than buying
- Work remotely or at home at least three times a week
- Reduce the amount of energy I consume (at home or transportation)
- Make an energy efficiency upgrade to my home (energy efficient windows, add insulation, heat pump to heat house)

Transportation activities...

- Live within walking distance from stores and services you use
- Live in a place that makes it easy to walk, bike or take transit to work or school
- Use ride share services (Uber, taxi, etc.) with one or more co-passengers
- Combine my errands into one car trip to lessen my impact on the environment

Waste-related activities...

- Avoid plastics, excess packaging, single use bags or containers
- Reduce the overall amount of waste I generate by consuming only what I need (food, electronics, clothing, household products, etc.)
- Participate in residential recycling and composting services
- Use recycling and compost bins to throw away recyclables and compostable when in a park or public places
- Limit the use of water at home for day-to-day activities (e.g., washing dishes, watering plants and lawns, etc.) to conserve water



The Motivations help us encourage and support more sustainable choices and actions by all people - whether they are consciously motivated by planet or not.

www.OneEarthLiving.org/Motivations